

## CLAIMS

1. A method for a ser to provide content to a client, the method comprising:

receiving a request from the client for one or more requested content items;  
identifying a data structure that refers to one or more further content items;  
modifying the data structure to reference the requested content items; and  
providing the content items referenced by the modified data structure.

2. A method as recited in claim 0:

wherein identifying the data structure, the data structure comprises a playlist;

wherein receiving the request, the one or more requested content items comprises streaming media content; and

wherein providing the content items further comprises streaming the content items referred to by the playlist.

3. A method as recited in claim 0, wherein identifying the data structure, the data structure comprises a first Web page specification, and the requested content comprises a second Web page specification.

4. A method as recited in claim 0, wherein modifying the data structure further comprises adding a plurality of references to the requested content item in the data structure.

1           5.     A method as recited in claim 0, wherein modifying the data structure  
2 further comprises adding a plural number of references to the requested content  
3 item in the data structure, the number being indicated by the request.

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5           6.     A method as recited in claim 0, wherein receiving the request, further  
6 comprises receiving a variety of requests from the client, at least one subset of the  
7 variety of requests comprising respective requests to one or more different content  
8 items.

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10          7.     A method as recited in claim 0, wherein modifying the data structure,  
11 the data structure further comprises a placeholder that identifies a particular point  
12 in a sequence where the reference to the requested content is placed.

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14          8.     A method as recited in claim 0, wherein identifying the data structure  
15 further comprises creating the data structure by modifying a base data structure.

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17          9.     A method as recited in claim 0, wherein identifying the data structure  
18 further comprises creating the data structure by copying a base data structure.  
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2       **10.** One or more computer-readable media containing computer  
3 program instructions for providing streaming media content to a plurality of  
4 clients, the computer program instructions comprising instructions for:

5       receiving a request that refers to one or more streaming media content  
6 items;

7       identifying a playlist that refers to a sequence of one or more further  
8 streaming media content items;

9       modifying the playlist to reference the one or more requested streaming  
10 media content items in the sequence; and

11       streaming the streaming media content items referenced by the modified  
12 playlist.  
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14       **11.** One or more computer-readable media as recited in claim 10,  
15 wherein modifying the playlist further comprises adding a plurality of references  
16 to the requested content item to the playlist.  
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18       **12.** One or more computer-readable media as recited in claim 10,  
19 wherein modifying the playlist further comprises adding a plural number of  
20 references to the requested content item to the playlist, the number being indicated  
21 by the received request.  
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1           13. One or more computer-readable media as recited in claim 10,  
2 wherein identifying the playlist further comprises creating the playlist by  
3 modifying a base playlist.

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5           14. One or more computer-readable media as recited in claim 10,  
6 wherein identifying the playlist further comprises creating the playlist by  
7 modifying a copy of a base playlist.

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9           15. One or more computer-readable media as recited in claim 10,  
10 wherein modifying the playlist, the data structure further comprises a placeholder  
11 that identifies a particular point in the sequence where the requested content is  
12 placed.

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14           16. One or more computer-readable media as recited in claim 10,  
15 wherein receiving the request further comprises instructions for receiving a variety  
16 of requests from the client, at least one subset of the variety of requests comprising  
17 respective requests to one or more different streaming media content items.

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19           17. One or more computer-readable media containing computer  
20 program instructions for providing Web content to a plurality of clients, the  
21 computer program instructions comprising instructions for:

22           receiving a request from the client for one or more requested Web  
23 documents;

24           identifying a wrapper Web document that refers to one or more further Web  
25 documents;

1        modifying the wrapper Web document to reference the one or more  
2 requested Web documents; and

3        providing the Web documents referenced by the modified wrapper Web  
4 document to the client.

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6        **18.**    One or more computer-readable media as recited in claim 17:

7        wherein modifying the wrapper Web document further comprises adding a  
8 plurality of references to the requested Web documents in the wrapper Web  
9 document.

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11        **19.**    One or more computer-readable media as recited in claim 17,  
12 wherein modifying the wrapper Web document further comprises:

13        adding a plural number of references to the requested Web documents in  
14 the wrapper Web document, the number being indicated by the received request.

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16        **20.**    One or more computer-readable media as recited in claim 17,  
17 wherein identifying the wrapper Web document, the wrapper Web document is a  
18 base wrapper Web document.

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20        **21.**    One or more computer-readable media as recited in claim 17,  
21 wherein identifying the wrapper Web document, the wrapper Web document is a  
22 copy of a base wrapper Web document.

1           **22.** One or more computer-readable media as recited in claim 17,  
2 wherein modifying the wrapper Web document, the wrapper Web document  
3 further comprises a placeholder that identifies a particular point in a sequence  
4 where the requested documents are referenced.

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6           **23.** One or more computer-readable media as recited in claim 17,  
7 wherein receiving the request further comprises instructions for receiving a variety  
8 of requests from the client, at least a subset of the variety comprising respective  
9 requests to one or more different Web specification documents.

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11           **24.** A server including a processor configured to perform one or more  
12 operations comprising:

13                 receiving a plurality of requests from a client for one or more  
14 requested content items;

15                 for at least a subset of the received requests:

16                         (a) identifying a data structure containing a sequence of  
17 references to one or more further content items;

18                         (b) modifying the data structure reference to the requested  
19 content items; and

20                         (c) communicating the content items referenced by the  
21 modified data structure to the client.

1           **25.**     A server as recited in claim 24, wherein the data structure comprises  
2 a playlist, the requested content comprising streaming media content, and wherein  
3 the communicating comprises streaming the content items referenced by the  
4 modified data structure to the client.

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6           **26.**     A server as recited in claim 24, wherein the data structure comprises  
7 a first Web page specification, and wherein the requested content comprises a  
8 second Web page specification.

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10          **27.**     A server as recited in claim 24, wherein modifying the data structure  
11 comprises including a plurality of references to the requested content item in the  
12 data structure.

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14          **28.**     A server as recited in claim 24, wherein modifying the data structure  
15 comprises including a plural number of references to the requested content item in  
16 the data structure, the number being indicated by the request.

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18          **29.**     A server as recited in claim 24, wherein identifying the data  
19 structure comprises creating the data structure by modifying a base data structure.

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21          **30.**     A server as recited in claim 24, wherein identifying the data  
22 structure comprises identifying the data structure by modifying a copy of a base  
23 data structure.  
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1           **31.**    A server as recited in claim 24, wherein at least a subset of the  
2 received requests refer to differing content items.

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4           **32.**    A computer-readable medium having stored thereon a wrapper data  
5 structure comprising:

6           one or more first data fields, each data field containing data therein  
7 representing a respective reference to a set of content items; and

8           at least one second data field containing data therein representing a  
9 respective placeholder to identify a particular point in a sequence of the one or  
10 more first data fields where a reference to a set of client requested content is to be  
11 inserted.

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13           **33.**    A computer-readable medium as recited in claim 32:

14           wherein the data structure comprises a playlist; and

15           wherein the content items and the client requested content are streaming  
16 media content items that are respectively identified with a Universal Resource  
17 Locator.

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19           **34.**    A computer-readable medium as recited in claim 32:

20           wherein the data structure comprises a Web page;

21           wherein the content items are a first set of Web page specifications; and

22           wherein the client requested content are one or more second Web page  
23 specifications.